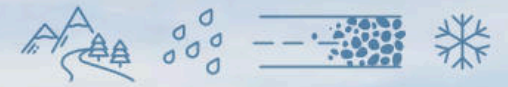


2019 Prius



 Let's
Go
Places

Be in your element. The 2019 Toyota Prius.

With the 2019 Prius, you can confidently face the elements as you discover your own. The 2019 Prius can help in rain, snow and dirt with the newly available AWD-e.² This technologically advanced feature means more exploring with fewer compromises. Prius ignites your curiosity and encourages you to ride out your story. So let's venture outside and into the unknown.

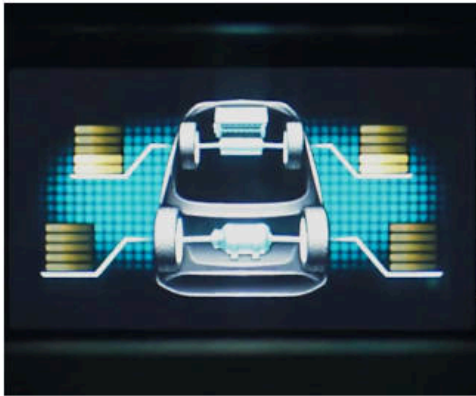


XLE AWD-e² shown in Electric Storm Blue with available accessory cargo cross bars.^{49,50}

See numbered footnotes in Disclosures section.

Don't just imagine the possibilities. Explore them.

Capable of more than just city commutes, Prius offers ample cargo space for your impromptu adventures or your planned itineraries. If up to 27.4 cu. ft. of space with the seats up or 65.5 cu. ft. with the seats folded isn't enough to hold all your gear,⁴⁵ cargo cross bars are available to share the load.^{49, 50} Seek out hidden gems — like that quiet surf spot or that bustling marketplace — in the 2019 Prius and be in your element.



AWD-e²

Introducing AWD-e: The available electronic all-wheel-drive feature on Prius was designed to operate up to 43 mph. And with a manufacturer-estimated combined 50 mpg,⁴⁸ it encourages you to expand your horizons.



CARGO SPACE

The ample cargo space on Prius leaves room for your tent, snowboard or gear of choice. The 60/40 fold-down rear seats offer up to 62.7 cu. ft. of space to maximize cargo and versatility.⁴⁵



CARGO CROSS BARS^{49, 50}

Think outside the car. The available cargo cross bars on Prius offer even more space — and possibilities — for your next adventure.

VERSATILITY

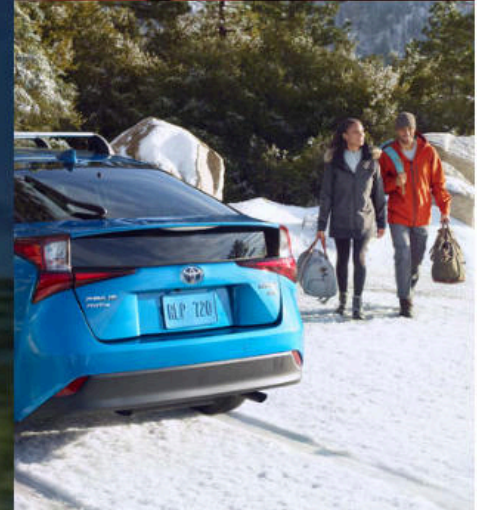
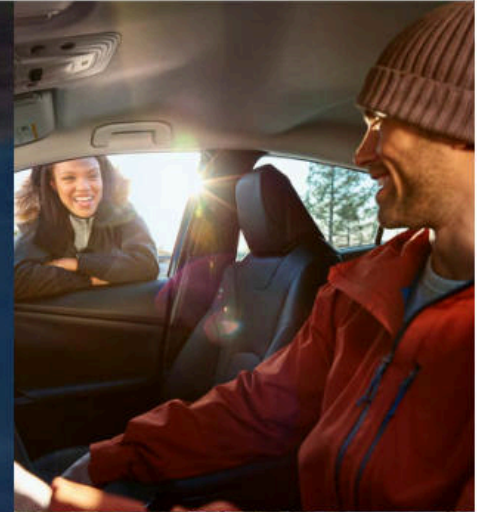


XLE AWD-e² interior shown in Black SofTex^{®17} trim.⁴⁵

See numbered footnotes in Disclosures section.

Navigate your journeys with peace of mind.

Wherever you're headed, you're going to need backup. Prius comes standard with the Star Safety System™ — an advanced suite of six safety features including Enhanced Vehicle Stability Control (VSC),²³ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution, Brake Assist (BA)²⁴ and Smart Stop Technology® (SST).²⁵ Prius also comes with standard Toyota Safety Sense™ P (TSS-P)³² and eight airbags²⁶ that work toward your safety. ToyotaCare,⁵¹ a no-cost maintenance package with an extra year of Roadside Assistance,³⁰ in addition to coverage on hybrid-related components for 8 years or 100,000 miles,⁵⁶ is also included so you can drive on with confidence.



XLE AWD-e² shown in Electric Storm Blue with available accessory cargo cross bars.^{49, 50}

See numbered footnotes in Disclosures section.



Helping make the road a safer place.

Toyota Safety Sense™ P (TSS-P)³² is an advanced suite of six active safety features standard on every 2019 Prius. These innovative features were designed to help protect you and your passengers from harm.



PRE-COLLISION SYSTEM³³ WITH PEDESTRIAN DETECTION³⁴ (PCS w/PD)

Pre-Collision System with Pedestrian Detection (PCS w/PD) helps keep the road safe by detecting a pedestrian under certain daytime conditions. If the system determines that the possibility of frontal collision with a pedestrian is high, it prompts the driver to take evasive action and brake by using an audio/visual alert. If the driver reacts and brakes, the system may use Brake Assist (BA)²⁴ to provide additional brake force. If the driver doesn't react and brake and the system determines that the risk of collision is high, the system may automatically apply the brakes, reducing speed to help mitigate the impact or avoid the collision entirely, if possible.



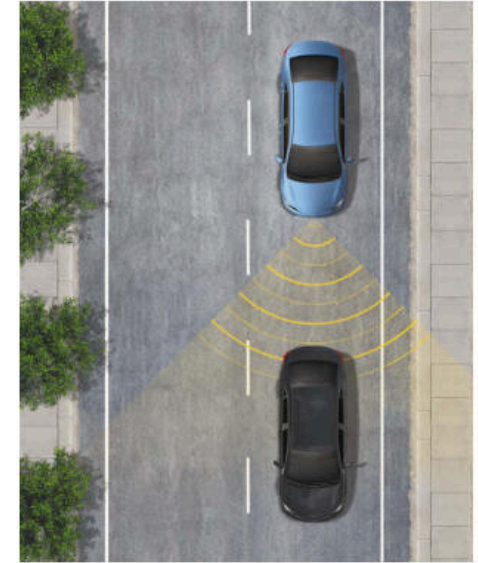
LANE DEPARTURE ALERT WITH STEERING ASSIST (LDA w/SA)³⁵

Under certain circumstances, Lane Departure Alert (LDA) is designed to detect lane departure on roads with visible lane markings. LDA only activates when you're traveling at a speed of 32 mph or faster. When you hear and see the alert, after carefully checking the road around you, you should safely direct your vehicle back to the center of your lane. In addition, 585B's Toyota Safety Sense™ P (TSS-P)³² and Electronic Power Steering (EPS) include Steering Assist (SA) functionality. When it's activated and senses that you're unintentionally drifting, the system may automatically make small corrective steering inputs to help keep your vehicle in its lane.



AUTOMATIC HIGH BEAMS (AHB)³⁶

The Automatic High Beams (AHB) feature is a safety system designed to help you see more clearly at night — without distracting other drivers. Designed to activate at speeds above 25 mph, AHB relies on an in-vehicle camera to help detect the headlights of oncoming vehicles and taillights of preceding vehicles, then automatically toggles between high and low beams accordingly to provide the appropriate amount of light. By using high beams more frequently, the system may allow earlier detection of pedestrians and obstacles.



DYNAMIC RADAR CRUISE CONTROL (DRCC)³⁷

Intended for highway use and similar to "constant speed" cruise control, Dynamic Radar Cruise Control (DRCC) lets you drive at a preset speed. DRCC uses vehicle-to-vehicle distance control, which adjusts your speed, to help you maintain a preset distance from vehicles ahead of you that are driving at a slower speed. DRCC uses a front-grille-mounted radar and an in-vehicle camera designed to detect vehicles and their distance. If a driver is traveling slower than you, or within your preset range, DRCC will automatically slow your vehicle down without deactivating cruise control. If DRCC determines you need to slow down more, an audio and visual alert notifies you and brakes are applied. When there's no longer a vehicle driving slower than your preset speed in front of you, DRCC will then accelerate to the preset speed.



Limited shown in Blizzard Pearl.⁵² See numbered footnotes in Disclosures section.

BLIND SPOT MONITOR (BSM)⁴⁰

The available Blind Spot Monitor (BSM) with Rear Cross-Traffic Alert (RCTA)⁴¹ helps you identify vehicles that might be in a blind spot. When BSM detects a vehicle, it warns you with a flashing indicator light on the appropriate outside mirror.



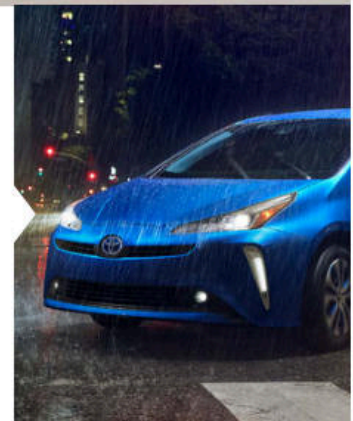
INTEGRATED BACKUP CAMERA⁴

When you're in Reverse, the standard backup camera activates and gives you a view of what's happening directly behind your car. Let this feature help you when you're backing up or parking in a tight spot.



RAIN-SENSING WINDSHIELD WIPERS

Don't let the rainy season put a damper on your journeys. The available rain-sensing variable intermittent windshield wipers on Prius automatically adjust their speed to match the amount of rain hitting the windshield and the speed of the car. Just set the wipers to "auto," and Prius does the rest.



TECHNOLOGY



Limited interior shown in Black SofTex^{®17} trim.
See numbered footnotes in Disclosures section.

Tech to help steer your journey.

With all the tech built into Prius, you're not lost — you're exploring. The available color Head-Up Display (HUD) uses aircraft-inspired technology to project important information right on the windshield and take your driving experience to the next level, while available Qi-compatible wireless smartphone charging²² helps you stay fully charged for the ride ahead. Boost your journeys even further with the available 11.6-in. HD multimedia display and discover a soundtrack for each outing with Entune™ Premium JBL®¹⁰ Audio. With the available Adaptive Front-Lighting System (AFS)³ illuminating your every turn, you can sit back and enjoy the drive.



11.6-IN. HD MULTIMEDIA DISPLAY

Take a look at Toyota's noteworthy multimedia display. The available 11.6-in. HD display allows for an intuitive, smartphone-like experience that gives you easy access to the features and apps that matter most, like the available premium navigation system¹¹ that reflects predictive traffic capabilities and real-time weather conditions.



ADAPTIVE FRONT-LIGHTING SYSTEM (AFS)³

The available Adaptive Front-Lighting System helps you navigate every turn with more visibility. The headlights swivel during turns to help you see what's around the next corner.



QI WIRELESS SMARTPHONE CHARGING²²

No wires. Total convenience. With available Qi-compatible wireless smartphone charging, simply place your Qi-compatible device on the nonslip surface to charge it up on the go — without the interference of wires.



COLOR HEAD-UP DISPLAY

Let's look ahead. The available color Head-Up Display (HUD) uses aircraft-inspired technology to project important information, like speed and Hybrid System Indicator info, right onto the windshield. Standard on Limited, this full-color display can also show turn-by-turn directions, helping you keep your eyes safely on the road.

STYLE



XLE AWD-e[†] shown in Electric Storm Blue.
See numbered footnotes in Disclosures section.

Style to inspire your next escape.

From city streets to mountain highways, navigate all roads with style and confidence. The artfully sculpted exterior of Prius suits any setting, no matter where your curiosity takes you. Each of the features on Prius is purposefully designed to encourage you to embrace more of life's moments with fewer compromises.



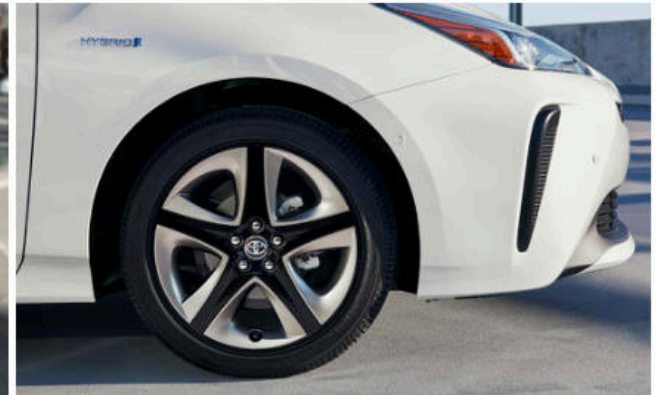
FOG LIGHTS AND LED ACCENT LIGHTS

Rain or shine, Prius will take you there. The fog lights that come standard on AWD-e² grades are designed to increase your visibility while driving through fog, with LED accent lights adding to the vehicle's stun factor.



REDESIGNED HEADLIGHTS AND TAILLIGHTS

Turn heads whether you're coming or going. The updated LED headlights and taillights on Prius are as effective as ever, shining bright and completing the stylish look.



AVAILABLE 17-IN. ALLOY WHEELS

Prius brings style to every corner. Available 17-in. alloy wheels add the right amount of attitude and ensure that all eyes are on this hybrid, wherever it goes.



L Eco

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 58 city/53 highway estimated mpg⁴⁶

Exterior Features

- Bi-LED projector low- and high-beam headlights with auto-off feature
- LED Daytime Running Lights (DRL) with on/off feature
- LED taillights and stop lights
- LED clearance lights
- Active grille shutter
- Heated power outside mirrors with folding feature
- 15-in. 5-spoke alloy wheels with full wheel covers and P195/65R15 tires
- Washer-linked variable intermittent windshield wipers
- Color-keyed roof-mounted shark-fin antenna

Interior Features

- Smart-flow climate control system with humidity sensor and pollen filtration mode
- Integrated backup camera²
- Entune™ Audio with 6.1-in. touch-screen display
- 4.2-in. color dual Multi-Information Display (MID)
- Tilt/telescopic steering wheel with audio, climate, Multi-Information Display (MID) and Bluetooth®⁸ hands-free phone controls
- 60/40 split fold-down rear seats with center armrest
- Fabric-trimmed front seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat
- Power windows with auto up/down
- Smart Key System²⁰ on driver's door with Push Button Start
- Cargo area lightweight tonneau cover
- One front 12V auxiliary power outlet
- Tire repair kit

Safety Features

- Eight airbags²⁶
- Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC)²³ Traction Control (TRAC), 4-wheel Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)²⁴ and Smart Stop Technology® (SST)²⁵
- Toyota Safety Sense™ P (TSS-P)³² — Pre-Collision System³³ with Pedestrian Detection³⁴ (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA)³⁵ Automatic High Beams (AHB)³⁶ and Full-Speed Range Dynamic Radar Cruise Control (DRCC)³⁷



LE

Adds to or replaces features offered on L Eco

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 54 city/50 highway estimated mpg⁴⁷

Exterior Features

- Intermittent rear window wiper

Interior Features

- Fabric-trimmed front seats with extended seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat
- Cargo area tonneau cover
- Temporary spare tire

Safety Features

- Blind Spot Monitor (BSM)⁴⁰ with Rear Cross-Traffic Alert (RCTA)⁴¹
- Intelligent Clearance Sonar (ICS)³⁸ with Intelligent Parking Assist (IPA)³⁹



XLE

Adds to or replaces features offered on LE

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 54 city/50 highway estimated mpg⁴⁷

Exterior Features

- Bi-LED projector low- and high-beam headlights with auto on/off feature
- Rain-sensing variable intermittent windshield wipers
- 17-in. 5-spoke alloy wheels with titanium-finished wheel inserts and P215/45R17 tires

Interior Features

- Smart Key System²⁰ on three doors with Push Button Start and remote illuminated entry
- SofTex®-trimmed¹⁷ heated front seats with extended seatback pockets; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat
- Auto-dimming rearview mirror with HomeLink²¹
- SofTex®-trimmed¹⁷ tilt/telescopic steering wheel with audio, Multi-Information Display (MID) and Bluetooth®⁸ hands-free phone controls
- Qi-compatible wireless smartphone charging²² with charge indicator light
- Tire repair kit

Packages

- Premium Convenience Package
 - Power tilt/slide moonroof with sliding sunshade
 - 15-in. alloy wheels with P195/65R15 tires
- Advanced Technology Package
 - Color Head-Up Display (HUD) with speedometer and Hybrid System Indicator
 - Adaptive Front-Lighting System (AFS)³ with auto-leveling headlights



Limited

Adds to or replaces features offered on XLE

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 54 city/50 highway estimated mpg⁴⁷

Exterior Features

- Adaptive Front-Lighting System (AFS)³ with auto-leveling headlights

Interior Features

- Entune™ Premium JBL®¹⁰ Audio with Integrated Navigation¹¹ and Entune® App Suite¹² with **11.6-in. HD multimedia display**
- Color Head-Up Display (HUD) with speedometer, navigation and Hybrid System Indicator
- Safety Connect®²⁹

Packages

- Premium Convenience Package
 - Power tilt/slide moonroof with sliding sunshade
 - 15-in. alloy wheels with P195/65R15 tires



LE AWD-e²

Adds to or replaces features offered on LE

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 52 city/48 highway estimated mpg⁴⁸
- Electronic On-Demand Compact All-Wheel Drive (AWD-e)²

Exterior Features

- Integrated fog lights and LED accent lights
- Intermittent rear window wiper
- 15-in. 5-spoke alloy wheels with two-tone wheel covers and P195/65R15 tires

Interior Features

- Fabric-trimmed front seats with extended seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat
- Cargo area tonneau cover
- Tire repair kit

Safety Features

- Blind Spot Monitor (BSM)⁴⁰ with Rear Cross-Traffic Alert (RCTA)⁴¹
- Intelligent Clearance Sonar (ICS)³⁸ with Intelligent Parking Assist (IPA)³⁹



XLE AWD-e²

Adds to or replaces features offered on LE AWD-e²

Powertrain

- 1.8L 4-Cylinder Engine with Hybrid Synergy Drive®
- Electronically controlled Continuously Variable Transmission (ECVT)
- 52 city/48 highway estimated mpg⁴⁸
- Electronic On-Demand Compact All-Wheel Drive (AWD-e)²

Exterior Features

- Bi-LED projector low- and high-beam headlights with auto on/off feature
- Rain-sensing variable intermittent windshield wipers

Interior Features

- Smart Key System²⁰ on three doors with Push Button Start and remote illuminated entry
- SofTex®-trimmed¹⁷ heated front seats with extended seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat
- SofTex®-trimmed¹⁷ tilt/telescopic steering wheel with audio, Multi-Information Display (MID) and Bluetooth®⁸ hands-free phone controls
- Auto-dimming rearview mirror with HomeLink®²¹
- Cargo area tonneau cover

Package

- Advanced Technology Package
 - Color Head-Up Display (HUD) with speedometer and Hybrid System Indicator
 - Adaptive Front-Lighting System (AFS)³ with auto-leveling headlights

Color



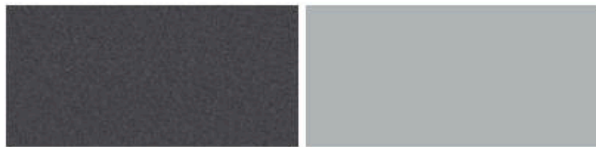
Midnight Black Metallic

Electric Storm Blue



Sea Glass Pearl

Supersonic Red⁵²



Magnetic Gray Metallic

Classic Silver Metallic



Blizzard Pearl⁵²

Trim

L Eco, LE and LE AWD-e² fabric



Black

Moonstone

Harvest Beige

XLE, Limited and XLE AWD-e² SofTex^{®17}



Black

Moonstone

Harvest Beige

Wheels



L Eco and LE 15-in. 5-spoke alloy wheels with full wheel covers



LE AWD-e² and XLE AWD-e² 15-in. 5-spoke alloy wheels with two-tone wheel covers



XLE and Limited 15-in. alloy wheels (available with Premium Convenience Package)



17-in. 5-spoke alloy wheels with titanium-finished wheel inserts



XLE and Limited 17-in. accessory black wheel inserts

ACCESSORIES

A wide range of Genuine Toyota Accessories is available to help make driving your Prius even more fun. Now your Prius can reflect your personal style. There's something for everyone. Some accessories may not be available in all regions of the country. For a complete list of accessories, go to toyota.com/prius.



15-in. 10-spoke alloy wheels



Aero side splitters



Alloy wheel locks



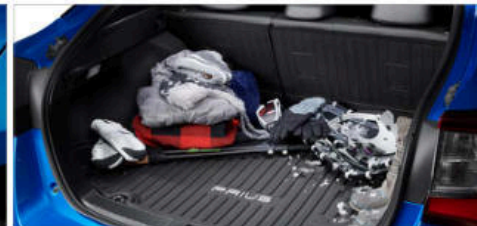
All-weather floor liners⁵³



Black wheel inserts



Body side moldings



Cargo liner⁴⁵



Cargo net — envelope⁴⁵



Cargo tote⁴⁵



Carpet cargo mat⁴⁵



Carpet floor mats⁵³



Coin holder/ashtray cup

ACCESSORIES



Door edge guards



Emergency kit



First aid kit



Illuminated doorsills



Paint protection film (front bumper)⁵⁴



Paint protection film (hood, fenders, mirror backs and door cups)⁵⁴



Rear bumper appliqué



Removable cross bars^{49,50}



Security system



Universal tablet holder⁵⁵

FEATURES¹

	L ECO	LE	XLE	LIMITED	LE AWD-e ²	XLE AWD-e ²
EXTERIOR						
Bi-LED projector low- and high-beam headlights with auto-off feature	S	S	—	—	S	—
Bi-LED projector low- and high-beam headlights with auto on/off feature	—	—	S	S	—	S
LED Daytime Running Lights (DRL) with on/off feature	S	S	S	S	S	S
Integrated fog lights and LED accent lights	—	—	—	—	S	S
Adaptive Front-Lighting System (AFS) ³ with auto-leveling headlights	—	—	P	S	—	P
LED taillights and stop lights	S	S	S	S	S	S
LED clearance lights	S	S	S	S	S	S
Active grille shutter	S	S	S	S	S	S
Color-keyed outside door handles	S	S	S	S	S	S
Heated power outside mirrors with folding feature	S	S	S	S	S	S
Power tilt/slide moonroof with sliding sunshade	—	—	P	P	—	—
15-in. 5-spoke alloy wheels with full wheel covers and P195/65R15 tires	S	S	—	—	—	—
15-in. 5-spoke alloy wheels with two-tone wheel covers and P195/65R15 tires	—	—	—	—	S	S
17-in. 5-spoke alloy wheels with titanium-finished wheels inserts and P215/45R17 tires	—	—	S	S	—	—
15-in. alloy wheels with P195/65R15 tires	—	—	P	P	—	—
Washer-linked variable intermittent windshield wipers	S	S	—	—	S	—
Rain-sensing variable intermittent windshield wipers	—	—	S	S	—	S
Intermittent rear window wiper	—	S	S	S	S	S
Color-keyed roof-mounted shark-fin antenna	S	S	S	S	S	S
INTERIOR						
Smart-flow climate control system with pollen filtration	S	S	S	S	S	S
Integrated backup camera ⁴	S	S	S	S	S	S
Entune™ Audio — includes 6.1-in. touch-screen display, AM/FM, CD player, six speakers, auxiliary port, USB 2.0 media port ⁵ with iPod ^{®6} connectivity and control, two rear USB 2.1A ports ⁵ , advanced voice recognition, ⁷ hands-free phone capability, phone book access and music streaming ⁸ via Bluetooth ^{®9} wireless technology, and Siri [®] Eyes Free. ⁹ See toyota.com/entune for details.	S	S	S	—	S	S
Entune™ Premium JBL ^{®10} Audio with Integrated Navigation ¹¹ and Entune® App Suite ¹² — includes 11.6-in. high-resolution touch-screen with split-screen display, AM/FM cache radio, HD Radio, ^{TM13} ten JBL ^{®10} GreenEdge ^{®14} speakers including subwoofer amplifier, auxiliary port, USB 2.0 media port ⁵ with iPod ^{®6} connectivity and control, two rear USB 2.1A ports ⁵ , advanced voice recognition, ⁷ hands-free phone capability, phone book access and music streaming ⁸ via Bluetooth ^{®9} wireless technology, Siri [®] Eyes Free, ⁹ HD Radio ^{TM13} Predictive Traffic and Doppler Weather overlay, and SiriusXM [®] Satellite Radio ¹⁵ with 3-month All Access trial. ¹⁶ See toyota.com/entune for details.	—	—	—	S	—	—
4.2-in. color dual Multi-Information Display (MID) with customizable screens including Energy Monitor, Hybrid System Indicator and ECO Score, ECO Savings Record, Drive Monitor, ECO Wallet, ECO Diary, climate control, driver support systems, audio system content	S	S	S	S	—	—
4.2-in. color dual Multi-Information Display (MID) with customizable screens including Energy Monitor, Hybrid System Indicator and ECO Score, ECO Savings Record, Drive Monitor, ECO Wallet, ECO Diary, climate control, driver support systems, audio system content and AWD-e ² system indicator	—	—	—	—	S	S
Fabric-trimmed front seats; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	S	—	—	—	—	—
Fabric-trimmed front seats with extended seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	—	S	—	—	S	—
Softex [®] -trimmed ¹⁷ heated front seats with extended seatback pockets; 6-way adjustable driver's seat; 4-way adjustable front passenger seat	—	—	—	—	—	S
Softex [®] -trimmed ¹⁷ heated front seats with extended seatback pockets; 8-way power-adjustable driver's seat with power lumbar support; 4-way adjustable front passenger seat	—	—	S	S	—	—

See numbered footnotes in Disclosures section.


S = Standard O = Optional P = Available as part of a package — = Not available

FEATURES¹ (continued)

INTERIOR (continued)

	L ECO	LE	XLE	LIMITED	LE AWD-e ²	XLE AWD-e ²
60/40 split fold-down rear seats with center armrest	S	S	S	S	S	S
Tilt/telescopic steering wheel with audio, Multi-Information Display (MID) and Bluetooth ^{®8} hands-free phone controls	S	S	—	—	S	—
SofTex [®] -trimmed ¹⁷ heated tilt/telescopic steering wheel with audio, Multi-Information Display (MID) and Bluetooth ^{®8} hands-free phone controls	—	—	S	S	—	S
Digital instrumentation with speedometer, fuel gauge, odometer, current and average fuel economy, distance to empty, shift-position indicator and EV ^{18, 19} /ECO/POWER Mode indicators	S	S	S	S	S	S
Upper door trim with chrome accent, soft-touch door armrest area with chrome accent interior door handles	S	S	—	—	S	—
Soft-touch upper door trim with chrome accent, SofTex [®] -trimmed ¹⁷ door armrest area with chrome accent interior door handles	—	—	S	S	—	S
Smart Key System ²⁰ on driver's door with Push Button Start	S	S	—	—	S	—
Smart Key System ²⁰ on three doors with Push Button Start and remote illuminated entry	—	—	S	S	—	S
Power windows with auto up/down	S	S	S	S	S	S
Power door locks	S	S	S	S	S	S
Auto-dimming rearview mirror with HomeLink ^{®21}	—	—	S	S	—	S
Matte-black center console with armrest and storage compartment	S	S	—	—	S	—
Semi-gloss black center console with armrest and storage compartment	—	—	S	S	—	S
Cargo area lightweight tonneau cover	S	—	—	—	—	—
Cargo area tonneau cover	—	S	S	S	S	S
One front 12V auxiliary power outlet	S	S	S	S	S	S
Qi-compatible wireless smartphone charging ²² with charge indicator light	—	—	S	S	—	S
Extendable dual sun visors with illuminated vanity mirrors	S	S	S	S	S	S
Rear dome light and cargo area light	S	S	S	S	S	S
Two front and two rear cup holders; two front and two rear bottle holders	S	S	S	S	S	S

SAFETY/CONVENIENCE

 Star Safety System [™] — includes Enhanced Vehicle Stability Control (VSC) ²³ Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ²⁴ and Smart Stop Technology [®] (SST) ²⁵	S	S	S	S	S	S
Driver and front passenger Advanced Airbag System ²⁶	S	S	S	S	S	S
Driver and front passenger front seat-mounted side airbags, passenger seat cushion airbag, driver's knee airbag, and front and rear curtain shield airbags ²⁶	S	S	S	S	S	S
LATCH (Lower Anchors and Tethers for Children) includes lower anchors on outboard rear seats and tether anchors on all rear seats	S	S	S	S	S	S
Tire Pressure Monitor System (TPMS) ²⁷	S	S	S	S	S	S
Vehicle Proximity Notification System (VPNS) ²⁸	S	S	S	S	S	S
Safety Connect ^{®29} — includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance ³⁰ and Automatic Collision Notification; with three-year trial subscription ³¹	—	—	—	S	—	—
Toyota Safety Sense [™] P (TSS-P) ³² — Pre-Collision System ³³ with Pedestrian Detection ³⁴ (PCS w/PD), Lane Departure Alert with Steering Assist (LDA w/SA) ³⁵ , Automatic High Beams (AHB) ³⁶ and Full-Speed Range Dynamic Radar Cruise Control (DRCC) ³⁷	S	S	S	S	S	S
Intelligent Clearance Sonar (ICS) ³⁸ with Intelligent Parking Assist (IPA) ³⁹	—	S	S	S	S	S
Color Head-Up Display (HUD) with speedometer, navigation and Hybrid System Indicator	—	—	P	S	—	P
Blind Spot Monitor (BSM) ⁴⁰ with Rear Cross-Traffic Alert (RCTA) ⁴¹	—	S	S	S	S	S
Hill Start Assist Control (HAC) ⁴²	S	S	S	S	S	S
Engine immobilizer ⁴³	S	S	S	S	S	S

FEATURES¹ (continued)

PACKAGES	L ECO	LE	XLE	LIMITED	LE AWD-e ²	XLE AWD-e ²
Premium Convenience Package						
15-in. alloy wheels with P195/65R15 tires	—	—	P	P	—	—
Power tilt/slide moonroof with sliding sunshade	—	—	P	P	—	—
Advanced Technology Package						
Color Head-Up Display (HUD) with speedometer and Hybrid System Indicator	—	—	P	S	—	P
Adaptive Front-Lighting System (AFS) ³ with auto-leveling headlights	—	—	P	S	—	P

SPECIFICATIONS

MECHANICAL/PERFORMANCE	L ECO	LE	XLE	LIMITED	LE AWD-e ²	XLE AWD-e ²
ENGINE						
Type: 1.8-Liter, 4-Cylinder Aluminum DOHC 16-Valve with Variable Valve Timing with intelligence (VVT-i), EV ^{18,19} /ECO/POWER Modes; 96 hp @ 5200 rpm (71 kW @ 5200 rpm), 105 lb.-ft. @ 3600 rpm (142 N•m @ 3600 rpm)	S	S	S	S	S	S
Electronic On-Demand Compact All-Wheel Drive (AWD-e) ²	—	—	—	—	S	S
Compression ratio: 13.0:1	S	S	S	S	S	S
Induction system: Sequential multi-point EFI with Electronic Throttle Control System with intelligence (ETCS-i)	S	S	S	S	S	S
EMISSION RATING						
Federal Environmental Protection Agency (EPA) Emission Standard: Tier 3 Bin 30	S	S	S	S	S	S
California Air Resources Board (CARB) Emission Standard: Low Emission Vehicle (LEV) III, Super Ultra Low Emission Vehicle (SULEV) 30	S	S	S	S	S	S
ELECTRIC MOTOR						
Motor type: Permanent magnet AC synchronous motor	S	S	S	S	S	S
Power output: 71 hp (53 kW)	S	S	S	S	S	S
Torque: 120 lb.-ft. (163 N•m)	S	S	S	S	S	S
Voltage: 600V maximum	S	S	S	S	S	S
Motor type: Magnetless rear motor (5kW)	—	—	—	—	S	S
Performance: Hybrid system net power: 121 hp (90kW)	S	S	S	S	S	S
TRACTION BATTERY						
Type: Sealed Nickel-Metal Hydride (Ni-MH) ⁴⁴ — Voltage: 201.6V	—	—	—	—	S	S
Type: Lithium-ion (Li-ion) — Voltage: 207.2V	S	S	S	S	—	—
TRANSMISSION						
Electronically controlled Continuously Variable Transmission (ECVT)	S	S	S	S	S	S
DRIVETRAIN						
Front-Wheel Drive	S	S	S	S	—	—
Electronic On-Demand Compact All-Wheel Drive (AWD-e) ²	—	—	—	—	S	S

See numbered footnotes in Disclosures section.

S = Standard O = Optional P = Available as part of a package — = Not available

SPECIFICATIONS (continued)

MECHANICAL/PERFORMANCE (cont.)	LECO	LE	XLE	LIMITED	LE AWD-e²	XLE AWD-e²
SUSPENSION						
Independent MacPherson strut front suspension with stabilizer bars; multi-link rear suspension	S	S	S	S	S	S
STEERING						
Electric Power Steering (EPS); power-assisted rack-and-pinion	S	S	S	S	S	S
Turning circle diameter, curb to curb (ft.)	33.5	33.5	35.4	35.4	33.5	33.5
BRAKE						
Power-assisted ventilated front disc brakes; solid rear disc with integrated regenerative braking and Star Safety System™	S	S	S	S	S	S
DIMENSIONS						
EXTERIOR DIMENSIONS (in.)						
Overall height/width/length	57.9/69.3/180.0	57.9/69.3/180.0	57.9/69.3/180.0	57.9/69.3/180.0	58.1/69.3/180.0	58.1/69.3/180.0
Wheelbase	106.3	106.3	106.3	106.3	106.3	106.3
Track (front/rear)	60.2/60.6	60.2/60.6	59.4/59.8	59.4/59.8	60.2/60.6	60.2/60.6
Overhang (front/rear)	37.8/36.0	37.8/36.0	37.8/36.0	37.8/36.0	37.8/36.0	37.8/36.0
Ground clearance	5.1	5.1	5.1	5.1	5.3	5.3
Coefficient of drag (Cd)	0.24	0.24	0.24	0.24	0.24	0.24
INTERIOR DIMENSIONS (front/rear) (in.)						
Head room	39.4/37.4	39.4/37.4	39.4/37.4	39.4/37.4	39.4/37.4	39.4/37.4
Shoulder room	55.0/53.0	55.0/53.0	55.0/53.0	55.0/53.0	55.0/53.0	55.0/53.0
Hip room	53.4/51.9	53.4/51.9	53.4/51.9	53.4/51.9	53.4/51.9	53.4/51.9
Leg room	42.3/33.4	42.3/33.4	42.3/33.4	42.3/33.4	42.3/33.4	42.3/33.4
WEIGHTS/CAPACITIES						
Curb weight (lb.)	3010	3040	3075	3075	3210	3220
Seating capacity	5	5	5	5	5	5
Passenger volume (cu. ft.)	93.1	93.1	93.1	93.1	93.1	93.1
Cargo volume (cu. ft.) ⁴⁵	27.4	24.6	27.4	27.4	24.6	24.6
Fuel tank (gal.)	11.3	11.3	11.3	11.3	10.6	10.6
TIRES						
Size						
P195/65R15	S	S	P	P	S	S
P215/45R17	–	–	S	S	–	–
Spare						
Temporary	–	S	–	–	–	–
Tire repair kit	S	–	S	S	S	S
MILEAGE ESTIMATES (mpg city/highway/combined)^{46, 47, 48}						
	58/53/56	54/50/52	54/50/52	54/50/52	52/48/50	52/48/50

See numbered footnotes in Disclosures section.

S = Standard O = Optional P = Available as part of a package – = Not available

CARS BUILT FOR THE WAY YOU LIVE

At Toyota, we build cars for how you live. From building advanced safety features designed to help prevent crashes to driving cross-country to understand how we can make your driving experience better, our work starts with understanding your needs. Building cars for how you live also means thinking about tomorrow — from fuel efficiency and environmental innovations, to things beyond cars, like a bicycle that you can control with your mind. And because what we learn building cars can help improve lives in other places, we do things like help communities rebuild their homes quickly after a disaster and work with soup kitchens to help them serve more people faster. Toyota. Built for how you live. Together we are going places.

DISCLOSURES

1. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. If you would prefer a vehicle with no or different options, contact your dealer to check for current availability or the possibility of placing a special order. 2. Prius AWD-e system operates at speeds up to 43 mph. 3. The Adaptive Front-Lighting System helps improve vision at night. Situations such as a dirty windshield, rapidly changing light conditions or hilly terrain will limit effectiveness, requiring the driver to manually turn off the system. See *Owner's Manual* for details. 4. The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Environmental conditions may limit effectiveness and view may become obscured. See *Owner's Manual* for additional limitations and details. 5. May not be compatible with all mobile phones, MP3/WMA players and like models. 6. iPod® is a registered trademark of Apple Inc. All rights reserved. 7. Advanced voice recognition capabilities vary by head unit. 8. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Toyota is under license. A compatible Bluetooth®-enabled phone must first be paired. Phone performance depends on software, coverage and carrier. 9. Always drive safely, obey traffic laws and focus on the road while driving. Siri® is available on select iPhone®/iPad® models and requires Internet access. Siri® is not available in all languages or all areas and features vary by area. Some Siri® functionality and commands are not accessible in the vehicle. Data charges may apply. See apple.com and phone carrier for details. Siri® is a registered trademark of Apple Inc. 10. JBL® is a registered trademark of Harman International Industries, Inc. 11. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Availability and accuracy of the information provided by the navigation system is dependent upon many factors. Use common sense when relying on information provided. Services and programming subject to change. Services not available in every city or roadway. Updates may be available from your dealer at an additional cost. See *Owner's Manual* for details. 12. Be sure to obey traffic regulations and maintain awareness of road and traffic conditions at all times. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps and services subject to change at any time without notice. See toyota.com/entune for details. 13. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. 14. GreenEdge is a registered trademark of Harman International Industries, Inc. 15. SiriusXM® audio services require a subscription sold separately by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Not all vehicles or devices are capable of receiving all services offered by SiriusXM. Current information and features may not be available in all locations, or on all receivers. ©2018 Sirius XM Radio Inc. SiriusXM and all related marks and logos are trademarks of Sirius XM Radio Inc. 16. SiriusXM All Access trial length and service availability may vary by model, model year or trim. 17. SofTex® is a registered trademark of Toyota Motor Sales, U.S.A., Inc. 18. EV Mode works under certain conditions at low speeds up to one mile. Quick acceleration and braking, road and vehicle conditions, or climate control use may prevent or limit usage or effectiveness of EV Mode. See www.fueleconomy.gov. Driving speed and distance are limited. See *Owner's Manual* for details. 19. CAUTION! When driving a hybrid vehicle, pay special attention to the area around the vehicle. Because there is little vehicle noise in EV Mode, pedestrians, people riding bicycles or other people and vehicles in the area may not be aware of the vehicle starting off or approaching them, so take extra care while driving. EV Mode works under certain conditions at low speeds. See *Owner's Manual* for details. 20. The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. 21. HomeLink® and the HomeLink® house icon are registered trademarks of Gentex Corporation. 22. Qi wireless charging may not be compatible with all mobile phones, MP3/WMA players and like models. When using the wireless charging system, avoid placing metal objects between the wireless charger and the mobile device when charging is active. Doing so may cause metal objects to become hot and could cause burns. 23. Vehicle Stability Control is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe and attentive driving practices. Factors including speed, road conditions, weather and driver steering input can all affect whether VSC will be effective in preventing a loss of control. See *Owner's Manual* for additional limitations and details. 24. Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper vehicle maintenance, and tire and road conditions. See *Owner's Manual* for additional limitations and details. 25. Smart Stop Technology® operates only in the event of certain contemporaneous brake and accelerator pedal applications. When engaged, the system will reduce power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input can all impact stopping distance. Smart Stop Technology® is not a substitute for safe and attentive driving and does not guarantee instant stopping. See *Owner's Manual* for additional limitations and details. 26. All the airbag systems are Supplemental Restraint Systems. All airbags (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions. To decrease the risk of injury from an inflating airbag, always wear seatbelts and sit upright in the middle of the seat as far back as possible. Do not put objects in front of an airbag or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. See *Owner's Manual* for additional limitations and details. 27. The Tire Pressure Monitor System alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See *Owner's Manual* for details. 28. This device is not a substitute for safe and attentive driving practices. It is the driver's responsibility to maintain a lookout for pedestrians, cyclists, other cars and objects, and to drive the vehicle in a safe and attentive manner to avoid making contact. 29. Toyota Safety Connect® is dependent upon an operative telematics device, a cellular connection and other factors outside of Toyota's control, which can limit the ability to reach the response center or receive emergency support or otherwise limit the functionality or availability of the system. Terms and conditions of subscription service agreement apply. To learn about Toyota's data collection, use, sharing and retention, please visit <https://www.toyota.com/privacyvt/>. Stolen vehicle police report required to use Stolen Vehicle Locator. 30. Roadside Assistance coverage is 3 years unlimited mileage. Does not include parts and fluids, except emergency fuel delivery. See Toyota Dealer for details and exclusions. Valid only in the continental U.S. and Alaska. 31. The Safety Connect® trial period is at no extra cost and begins on the original date of purchase or lease of a new vehicle. After the trial period expires, enrollment in paid subscription is required to access the service. Terms and conditions apply. 32. Drivers are responsible for their own safe driving. Always pay attention to your surroundings and drive safely. System effectiveness is dependent on many factors including road, weather and vehicle conditions. See *Owner's Manual* for additional limitations and details. 33. The TSS Pre-Collision System is designed to help avoid or reduce the crash speed and damage in certain frontal collisions only. It is not a substitute for safe and attentive driving. System effectiveness is dependent on many factors including road, weather and vehicle conditions. See *Owner's Manual* for additional limitations and details. 34. The Pedestrian Detection system is designed to detect a pedestrian ahead of the vehicle, determine if impact is imminent and help reduce impact speed. It is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, size and position of pedestrian, and weather, light and road conditions. See *Owner's Manual* for additional limitations and details. 35. Lane Departure Alert with Steering Assist is designed to read visible lane markers under certain conditions. It provides a visual and audible alert, and slight steering force when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness is dependent on many factors including road, weather and vehicle conditions. See *Owner's Manual* for additional limitations and details. 36. Automatic High Beams operate at speeds above 25 mph. Factors such as a dirty windshield, weather, lighting and terrain limit effectiveness, requiring the driver to manually operate the high beams. See *Owner's Manual* for additional limitations and details. 37. Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. System effectiveness is dependent on many factors including road, weather and traffic conditions. See *Owner's Manual* for additional limitations and details. 38. Intelligent Clearance Sonar (ICS) is designed to assist drivers in avoiding potential collisions at speeds of 9 mph or less. Certain vehicle and environmental factors, including an object's shape, size and composition, may affect the system's effectiveness. Always look around outside the vehicle and use mirrors to confirm clearance. See *Owner's Manual* for additional limitations and details. 39. The Intelligent Parking Assist system requires driver brake control. Always look around outside the vehicle and use mirrors to confirm clearance. See *Owner's Manual* for additional limitations and details. 40. Do not rely exclusively on the Blind Spot Monitor. Always look over your shoulder and use your turn signal. There are limitations to the function, detection and range of the monitor. See *Owner's Manual* for additional limitations and details. 41. Do not rely exclusively on the Rear Cross-Traffic Alert system. Always look over your shoulder and use your mirrors to confirm

DISCLOSURES (continued)

rear clearance. There are limitations to the function, detection and range of the system. See *Owner's Manual* for additional limitations and details. **42.** Hill Start Assist Control is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including speed, grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. See *Owner's Manual* for additional limitations and details. **43.** The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key/fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key/fob, it can be costly to replace. If you lose a key or fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting www.aloa.org. **44.** Hybrid vehicle battery expected life is 150,000 miles based on laboratory bench testing. **45.** Cargo capacity up to 27.4 cu. ft. with 60/40 split fold-down rear seats up and up to 65.5 cu. ft. with rear seats folded on Prius L Eco, XLE and Limited. Cargo capacity up to 24.6 cu. ft. with 60/40 split fold-down rear seats up and up to 62.7 cu. ft. with rear seats folded on Prius LE, LE AWD-e and XLE AWD-e. **46.** 2019 Prius L Eco preliminary 58 city/53 hwy/56 combined mpg estimates determined by Toyota. EPA ratings not available at time of posting. Actual mileage will vary. **47.** 2019 Prius LE, XLE and Limited preliminary 54 city/50 hwy/52 combined mpg estimates determined by Toyota. EPA ratings not available at time of posting. Actual mileage will vary. **48.** 2019 Prius LE AWD-e and XLE AWD-e preliminary 52 city/48 hwy/50 combined mpg estimates determined by Toyota. EPA ratings not available at time of posting. Actual mileage will vary. **49.** Removable cross bars not recommended for luggage. **50.** Do not overload your vehicle. See *Owner's Manual* for weight limits and restrictions. Always properly secure cargo and cargo area. **51.** ToyotaCare plan covers normal factory scheduled service for 2 years or 25K miles, whichever comes first. See Toyota dealer for details and exclusions. Valid only in the continental U.S. and Alaska. **52.** Extra-cost color. **53.** This floor mat/floor liner was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat/liner must be secured with its fasteners. Do not install a floor mat/floor liner on top of an existing floor mat/floor liner. **54.** The Toyota Genuine Accessory Warranty will only apply when the installation is performed by a trained Toyota-approved installer. Please see dealer for details. **55.** The universal tablet holder is intended for passengers only. Drivers should always be sure to obey traffic regulations and maintain awareness of the road and traffic conditions at all times. Use of aftermarket accessories may pose an increased risk of injury to occupants in the event of an accident. Tablet sold separately. **56.** Date and mileage limitations refer to whichever occurs first from the date of purchase. Warranty coverage is subject to other terms and conditions. Refer to applicable *Warranty and Maintenance Guide* for full details.

Some vehicles are shown with available equipment. Seatbelts should be worn at all times. For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages:

Basic: 36 months/36,000 miles (all components other than normal wear and maintenance items).

Hybrid-Related Component Coverage: Hybrid-related components, including the HV battery, battery control module, hybrid control module and inverter with converter, are covered for 8 years/100,000 miles. The HV battery may have longer coverage under emissions warranty. Refer to applicable *Warranty and Maintenance Guide* for details.

Powertrain: 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags).

Rust-Through: 60 months/unlimited miles (corrosion perforation of sheet metal).

Emissions: Coverages vary under Federal and California regulations. Refer to applicable *Warranty and Maintenance Guide* for details.

Accessories: For Genuine Toyota Accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.

For Genuine Toyota Accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage.

You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details.

For complete details about Toyota's warranties, please visit www.toyota.com, refer to the applicable *Warranty and Maintenance Guide* or see your Toyota dealer.



Toyota drivers love to embrace new things and find new adventures. They just can't sit still. And proper vehicle maintenance is key to helping keep your Toyota safe, dependable and ready to explore. That's why we include a no cost maintenance plan with the purchase or lease of every new Toyota for 2 years or 25,000 miles, whichever comes first.⁵¹ 24-hour Roadside Assistance is also included for 2 years and unlimited miles from the effective date.³⁰ Plus, as a Prius owner, your vehicle includes an additional year of Roadside Assistance, for a total of 3 years.³⁰ For all the details and exclusions, please call, visit online or stop by your local Toyota dealer today. Valid only in the continental U.S. and Alaska. Let's drive with confidence. Welcome to the ToyotaCare advantage.



For Toyota Mobility program details, go to www.toyota.com/mobility or call the Toyota Customer Assistance Center at 1-800-331-4331